

What Is Claimed:

1. A cleaning wipe which comprises approximately by weight:
  - (a) 20% to 95% of a water insoluble substrate; and
  - (b) 5% to 80% of a cleaning composition which comprises approximately by
 

5 weight:

    - (i) 0.5% to 12% of a water soluble cellulosic polymer selected from the group consisting of methyl cellulose and hydroxypropyl methyl cellulose and mixtures thereof; and
    - (ii) 15% to 50% of at least one surfactant selected from the group
 

10 consisting of alkali metal salts of a fatty acid, amine oxide surfactants, alkyl polyglucoside surfactants, zwitterionic surfactants, anionic surfactants and C<sub>12</sub>-C<sub>14</sub> fatty acid monoalkanol amides and mixtures thereof; and

    - (iii) the balance being water, wherein said water insoluble substrate is impregnated with said cleaning composition and the composition does not contain
 

15 potassium sorbate, a polysaccharide polymer, a polycarboxylate polymer, polyvinyl alcohol polymer, polyvinylpyrrolidone polymer or methyl vinyl ether polymer.
2. A wipe according to Claim 1 wherein said cleaning composition further includes 0.1 wt. % to 1.5 wt. % of a perfume.
3. A wipe according to Claim 1, wherein said water insoluble substrates
 

20 comprises a top layer bonded to a bottom layer.
4. A wipe according to Claim 3, wherein said top layer comprises a coarse fiber polypropylene needlepunched and said bottom layer comprises a fine fiber polyester needlepunched.
5. A wipe according to Claim 1, wherein said water insoluble substrate
 

25 comprises a top layer, a center layer and a bottom layer, wherein said bottom layer, said center layer and said top layer are bonded together.
6. A wipe according to Claim 5, wherein said top layer is a coarse fiber polypropylene, said center layer is an absorbent cellulose core and said bottom layer is a fine fiber polyester needlepunched.

7. A wipe according to Claim 6, wherein said center layer contains at least 50 wt. % said cleaning solution.

8. A wipe according to Claim 1 further including 0.1 wt. % to 50 wt. % of at least one solubilizing agent.

5 9. A wipe according to Claim 8 further including a compound selected from the group consisting of a proton donating agent, an antibacterial agent, an organic peroxide, hydrogen peroxide, moisturizers, embollients, organic builders, inorganic builders and fabric softening agents, bleaching agents and mixtures thereof.